



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser Pol/Iss/American Crossroads (13324)
Agency/T-Code Mentzer Media Services, Inc. (3427)/833926
Buyer CLOYD, ELISE
Salesperson Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Product Political - Issue (1068)
Brand AMERICAN CROSSROADS (109861)
Acct Types National/Political
Est/Headline 1774/06225893
Demo
Revision
Comments AMERICAN CROSSROADS

Invoice 643101
Inv Date 10/28/2012
Terms Net 30
Contract 321190
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:04:29PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 10:22AM (Tu)	00:30		FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 10:52AM (Tu)	00:30		FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 10:18AM (We)	00:30		USPRTV20ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 10:45AM (We)	00:30		USPRTV20ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 10:15AM (Th)	00:30		USPRTV20ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 10:57AM (Th)	00:30		USPRTV20ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 10:41AM (Fr)	00:30		USPRTV20ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 10:51AM (Fr)	00:30		USPRTV20ACH	\$500.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 10:59AM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 11:44AM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 11:34AM (We)	00:30		USPRTV20ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 10:58AM (Th)	00:30		USPRTV20ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 11:41AM (Th)	00:30		USPRTV20ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 10:58AM (Fr)	00:30		USPRTV20ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 11:31AM (Fr)	00:30		USPRTV20ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 12:11PM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 12:40PM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 12:49PM (We)	00:30		USPRTV20ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 12:54PM (We)	00:30		USPRTV20ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 12:28PM (Th)	00:30		USPRTV20ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 12:55PM (Th)	00:30		USPRTV20ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 12:24PM (Fr)	00:30		USPRTV20ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 12:58PM (Fr)	00:30		USPRTV20ACH	\$1000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 6:24PM (Tu)	00:30		FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 6:27PM (Tu)	00:30		FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 6:13PM (We)	00:30		USPRTV20ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 6:27PM (We)	00:30		USPRTV20ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 6:00PM (Th)	00:30		USPRTV20ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 6:22PM (Th)	00:30		USPRTV20ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 6:12PM (Fr)	00:30		USPRTV20ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 6:28PM (Fr)	00:30		USPRTV20ACH	\$3000.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 6:59PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 7:12PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 6:59PM (We)	00:30		USPRTV20ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 7:13PM (We)	00:30		USPRTV20ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 7:06PM (Th)	00:30		USPRTV20ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 7:05PM (Fr)	00:30		USPRTV20ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 7:24PM (Fr)	00:30		USPRTV20ACH	\$3600.00	
6.0	Spot	7:30:00PM-8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 7:36PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	



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Acct Types National/Political
Est/Headline 1774/06225893
Demo
Revision
Comments AMERICAN CROSSROADS

Invoice 643101
Inv Date 10/28/2012
Terms Net 30
Contract 321190
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:04:29PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 7:42PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/10/12 7:37PM (We)	00:30		USPRTV20ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/11/12 7:39PM (Th)	00:30		USPRTV20ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/11/12 7:57PM (Th)	00:30		USPRTV20ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/12/12 7:37PM (Fr)	00:30		USPRTV20ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/12/12 7:47PM (Fr)	00:30		USPRTV20ACH	\$3600.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/09/12 11:53PM (Tu)	00:30		FLSNTV03ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/10/12 11:53PM (We)	00:30		USPRTV20ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/11/12 11:53PM (Th)	00:30		USPRTV20ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/12/12 11:47PM (Fr)	00:30		USPRTV20ACH	\$800.00	
8.0	Spot	8:00:00PM- 9:00:00	Day,F-1	10/12/12 8:21PM (Fr)	00:30		USPRTV20ACH	\$3500.00	
11.0	Spot	8:00:00PM-11:00:00	Day,Sa-1	10/13/12 9:45PM (Sa)	00:30		USPRTV20ACH	\$5500.00	
12.0	Spot	6:00:00AM- 9:00:00	Day,Su-3	10/14/12 6:23AM (Su)	00:30		USPRTV20ACH	\$1000.00	
12.0	Spot	6:00:00AM- 9:00:00	Day,Su-3	10/14/12 6:54AM (Su)	00:30		USPRTV20ACH	\$1000.00	
12.0	Spot	6:00:00AM- 9:00:00	Day,Su-3	10/14/12 7:43AM (Su)	00:30		USPRTV20ACH	\$1000.00	
13.0	Spot	12:00:00PM-12:30:00	Day,Su-1	10/14/12 12:21PM (Su)	00:30		USPRTV20ACH	\$600.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Su-2	10/14/12 6:11PM (Su)	00:30		USPRTV20ACH	\$2000.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Su-2	10/14/12 6:27PM (Su)	00:30		USPRTV20ACH	\$2000.00	
15.0	Spot	7:00:00PM- 8:00:00	Day,Su-1	10/14/12 7:19PM (Su)	00:30		USPRTV20ACH	\$3500.00	
16.0	Spot	11:30:00PM-12:00:00	Day,Su-1	10/14/12 11:48PM (Su)	00:30		USPRTV20ACH	\$900.00	
17.0	Spot	10:00:00AM-11:00:00	Day,M-2	10/15/12 10:23AM (Mo)	00:30		USPRTV20ACH	\$500.00	
17.0	Spot	10:00:00AM-11:00:00	Day,M-2	10/15/12 10:46AM (Mo)	00:30		USPRTV20ACH	\$500.00	
18.0	Spot	11:00:00AM-12:00:00	Day,M-2	10/15/12 11:43AM (Mo)	00:30		USPRTV20ACH	\$1000.00	
18.0	Spot	11:00:00AM-12:00:00	Day,M-2	10/15/12 11:59AM (Mo)	00:30		USPRTV20ACH	\$1000.00	
19.0	Spot	12:00:00PM- 1:00:00	Day,M-2	10/15/12 12:20PM (Mo)	00:30		USPRTV20ACH	\$1000.00	
19.0	Spot	12:00:00PM- 1:00:00	Day,M-2	10/15/12 12:48PM (Mo)	00:30		USPRTV20ACH	\$1000.00	
20.0	Spot	6:00:00PM- 6:30:00	Day,M-2	10/15/12 6:12PM (Mo)	00:30		USPRTV20ACH	\$3000.00	
20.0	Spot	6:00:00PM- 6:30:00	Day,M-2	10/15/12 6:27PM (Mo)	00:30		USPRTV20ACH	\$3000.00	
21.0	Spot	7:00:00PM- 7:30:00	Day,M-2	10/15/12 6:59PM (Mo)	00:30		USPRTV20ACH	\$3600.00	
21.0	Spot	7:00:00PM- 7:30:00	Day,M-2	10/15/12 7:24PM (Mo)	00:30		USPRTV20ACH	\$3600.00	
22.0	Spot	7:30:00PM- 8:00:00	Day,M-2	10/15/12 7:37PM (Mo)	00:30		USPRTV20ACH	\$3600.00	
22.0	Spot	7:30:00PM- 8:00:00	Day,M-2	10/15/12 7:54PM (Mo)	00:30		USPRTV20ACH	\$3600.00	
23.0	Spot	11:35:00PM-12:05:00	Day,M-1	10/15/12 11:52PM (Mo)	00:30		USPRTV20ACH	\$800.00	
24.0	Spot	8:00:00PM-10:00:00	Day,M-1	10/15/12 8:00PM (Mo)	00:30		USPRTV20ACH	\$12000.00	
25.0	Spot	10:00:00PM-11:00:00	Day,M-1	10/15/12 10:33PM (Mo)	00:30		USPRTV20ACH	\$7500.00	
26.0	Spot	6:00:00AM- 9:00:00	Day,Sa-1	10/13/12 5:58AM (Sa)	00:30		USPRTV20ACH	\$1000.00	
27.1	Spot	10:00:00AM-11:00:00	Day,Tu-1	10/09/12 10:42AM (Tu)	00:30		FLSNTV03ACH	\$600.00	M/G For 9.0.1
28.0	Spot	11:00:00AM-12:00:00	Per week (1),Su	10/14/12 11:18AM (Su)	00:30		USPRTV20ACH	\$2400.00	M/G For 10.0.1
29.0	Spot	6:00:00PM- 6:30:00	Per week (1),Th	10/11/12 6:12PM (Th)	00:30		USPRTV20ACH	\$4600.00	



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Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
30.0	Spot	6:00:00AM- 9:00:00	Per week (2),Sa	10/13/12 6:40AM (Sa)	00:30	USPRTV20ACH	\$1600.00	M/G For 5.0.1
30.0	Spot	6:00:00AM- 9:00:00	Per week (2),Sa	10/13/12 7:44AM (Sa)	00:30	USPRTV20ACH	\$1600.00	M/G For 5.0.1
31.0	Spot	5:00:00AM- 6:00:00	Per week (1),Sa,Su	10/14/12 5:43AM (Su)	00:30	USPRTV20ACH	\$400.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$175,500.00
Commission	(\$26,325.00)
Net Total	\$149,175.00

Total Spots 81

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.